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ABSTRACT

This paper identifies the bibliographic and numeric databases on CD-ROM and computer diskette that should be most useful for investigators in communication, marketing, and communication education. Bibliographic databases are usually found in three formats: citations only, citations and abstracts, and full-text articles. Numeric databases are generally those with numbers and only a minimal amount of explanatory text. They include numeric databases of statistical and survey data, textual-numeric databases with explanatory text, and properties databases of dictionary and handbook-type data. For this paper, bibliographic databases on CD-ROM are categorized into university or academic, general or popular titles, and special titles. Eleven bibliographic databases, including ERIC and PsycLIT, are listed and described. Three major producers of numeric databases are the Census Bureau, Donnelly Marketing Information Services, and Nielsen Media Research. Nine such databases are described. CD-ROMs that serve as catalogs of available databases are discussed, as are databases available on diskette. The volumes of information available to researchers can no longer be accessed without including this and other computer technology. Nine figures illustrate the discussion. An appendix lists 13 resources on CD-ROM products. (Contains 37 references.) (SLD)

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Drowning in Data: Sorting through CD ROM and Computer Databases

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Submitted to the Instructional Development Division

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Drowning in Data:

Sorting through CD ROM and Computer Databases

Abstract

Research is one of the most important tasks faced by faculty and students. It is compounded by the flood of information available on topics of interest. This paper identifies the bibliographic and numeric databases on CD ROM and computer diskette which should be most useful for investigators in communication, marketing, and communication education.

Perhaps the greatest challenge to scholars and investigators in the academic community is sorting through the huge amounts of information available on any given topic. Journals, books, and magazines are packed with endless amounts of information. The interaction between fields of study generates even more knowledge. Many students, faculty, and professionals face the danger of drowning in a flood of data unless they learn to manage the swollen streams of pertinent material. Yet others only wet their toes, thus ending up with insufficient information. Between the two extremes are the essential skills which reduce the risks of swimming against the current of information and the drowning in a riptide of data.

Computerized access to information can be a researcher's life preserver. A database, as defined by Random House dictionary is "a comprehensive collection of related data organized for convenient retrieval." There are two basic types of databases, bibliographic and numeric. Bibliographic databases are usually found in three formats; 1) citations only, 2) citations and abstracts, and 3) full-text articles. Though bibliographic and numeric databases are often referred to as being one in the same, the term "numeric" most widely applies to those databases containing numbers with only a minimal amount of text necessary to explain the numbers (Allan, 1989). Numeric databases can be classified in three ways: 1) Numeric databases; statistical and survey data, 2) Textual-numeric databases; databases that are predominantly numeric but contain explanatory text, 3)Properties databases; dictionary and handbook type data (Chen & Peter, 1984).

There are three main ways to gain access to databases; 1) Online computer services, 2) CD ROM, and 3) Computer diskette. Since many on-line services can be prohibitively costly to use, this paper focuses primarily on CD ROM bibliographic and numeric databases for communication, education, and marketing, many of which are available in university and public libraries, or through private subscription. Secondarily, this paper will discuss a database

created specifically for communication researchers along with a few other databases relevant to the field that are available on computer diskettes.

CD ROM and Databases

In few places is the reality of information overload more evident and more exciting than in the area of CD ROM technology. CD ROM was introduced to the marketplace in 1985 as an electronic publishing medium and for storage for massive amounts of information (Janus, 1987; Meadow, 1988). For example, the United States' entire collection of telephone directories can fit onto five CD ROM discs (Janus, 1987). CD ROM has been found to be an efficient, low cost method of information storage and retrieval for bibliographic and numeric databases, as each is inexpensive to reproduce lending to frequent updates (Janus, 1987).

According to CD ROMs in Print 1991, more than 10,000 titles exist for complete volumes and databases on CD ROM. Sorting through these titles is no small challenge. This extreme number of available titles encumbers the user on the practical level. The databases that are discussed in this paper have been selected as the most useful for communication researchers.

Bibliographic Databases

For this paper, bibliographic databases available on CD ROM are categorized into three types: university or academic, general or popular titles, and special titles. University databases are those which by the nature of their content lend themselves to university faculty, researchers, and students. For example, few members of the general public would have an interest in a dissertation on narrativity listed in Dissertation Abstracts. Those same individuals, however, might have an interest in storytelling and its usefulness in family situations, an article on which might be found on one of the general database listings such as InfoTrac. The final set of databases

are those which are of interest to investigators in specific topic areas. These are not usually available in public or academic libraries and would need a private subscription.

University or Academic Databases

ERIC. Educational Resources Information Center (ERIC) is a database targeted for educators. According to Bane and Tanner, it contains articles from over 750 journals along with the conference proceedings and other unpublished works filed with RIE (Resources in Education). "ERIC is particularly valuable in keeping track of this latter type of 'fugitive' literature (Bane and Tanner, p.51). The scope of ERIC is so broad that it serves academic disciplines, college students, elementary teachers and librarians (Lopez, 1989). With a mandate to disseminate information as widely as possible, ERIC has abstracting journals, microfilm services, bibliographies, and CD ROM/on-line services (Brandhorst, 1986).

For the this and the next section, sample searches are offered using the term "African-American," which was chosen as it could be of interest to communication, education, and marketing researchers. The database screens are included to show the progression of the search process.

ERIC, along with most other CD ROM databases, employ the a search strategy based on Boolean logic, which deals with the relationship between groups of ideas or terms and allows a combination of search terms. Boolean retrieval methods uses three logic connectors - OR, AND, NOT (Bergstrom, et. al., 1990). For example, the term "African American" can be searched as "African" and "American" or more simply as "African-American".

When using ERIC on Silverplatter, a new search screen asks the user if information about the system is needed, if the user would like to use the Thesaurus, or if the user would like to start a search (Figure 1). To start a search the term or terms for use are typed at the prompt and the enter key is pressed. After the search is completed the search number and count of

records are displayed (Figure 2). Function keys are used to view and print the records. The sample record shown here contains only the citation with shortened field names and the abstract (Figure 3). For most users this is adequate information to determine the usefulness of the article. One other important possibility for computer users should be mentioned here. It is possible in using the function keys to download the results of the search to a diskette rather than printing to hard copy. This allows the user to take the records to a PC for a more casual review.

ABI/INFORM. ABI/INFORM is published by UMI and serves as source for business information covering such areas as marketing, advertising, health, law, personnel, and management. Originating in 1971, the database contains information from more than 800 journals (Shelfer, 1990). Subjects may be searched for by using either controlled vocabulary terms or free-text words. Controlled terms such as recognized topics, organization and geographic names, or methodological nomenclature help in avoiding the traps of "hot" jargon (UMI, 1990). Free text searches allow the use of buzz words for searching, but may not produce as wide a range of articles.

One very significant difference is the update frequency and range of coverage of this database (UMI). Instead of quarterly updates, it offers six updates a year which allows access to more recent information, but only covers articles published in last five years.

ABI/INFORM is presented differently than the first three databases discussed. The software from UMI uses a different set of screens. It contains an extra step which allows the user to highlight article titles.

MLA. The Modern Language Association of America database known as MLA International Bibliography is more broadly usable for the interpersonal, rhetorical, and persuasion scholar. The database focuses on topics like language, literature, literary criticism, folklore, and film (Davis, 1990).

While the previously discussed databases are produced by UMI or Silverplatter, this project is a product of WILSONDISC. The modes of searching are different in this software in

that you can use either Boolean operations or linear in different modes (Figures 4 and 5). In linear search mode new terms may be entered while browsing to get further citations but must be compared with earlier output files to avoid duplication (Bergstrom, et. al., 1990).

Dissertation Abstracts. This database by topicality has probably the widest range of any CD ROM base available (Shelfer, 1990). Originally called Comprehensive Dissertation Index, it contains abstracts or citations for doctoral dissertations from accredited universities in North America, dating from 1861 (Marcaccio, p. 366). DA is updated monthly and may be searched by free text.

One significant difference in the search process in this database is the ability to specify areas of inquiry through the use of a prompt screen (Figure 6). While all other databases allow you to specify through codes in your search request the general area of interest, DA allows you to search all fields or highlight certain fields as part of their screen by screen question process. The software used for DA is from UMI and is similar to ABI.

Psychlit. Psychlit is the computerized version of Psychological Abstracts, an international index of 1300 journals in psychology and related fields. It is a joint venture between Psychological Abstracts and Silverplatter (M. Jennings, personal communication, April 13, 1992). Although Psychological Abstracts started in 1927, the material on CD ROM covers the years from 1974 to present. The scope of coverage reflects the interest areas primarily of psychology but includes articles of interest to social scientists, doctors, and various counselors. While many of their entries may cross over with MEDLINE, the distinctive nature of their sorting terms give the database utility for non-medical fields. It is important, according to Jennings to become familiar with the thesaurus terms and sub-terms which divide the database. While Boolean logic is the basis for searching Psychlit, knowledge of the terms allows the investigator to cull out salient articles more quickly (Psychlit, 1991).

The CD ROM version of Psychlit was released in 1986, limiting the database to journals instead of including dissertations and research reports. However, with the new disks released

in May, 1992, the CD ROM version now indexes chapters in books. In addition to this expansion, it is now possible to obtain software which will read a Psychlit output file and convert it to APA format (Kahana & Detterman, 1989).

When using Psychlit on Silverplatter, the process is identical to that of ERIC. After the search is completed the search number and count of records are displayed. To view, print, or download the records, functions keys are used.

Sociofile. Sociofile contains abstracts of journal articles from Sociological Abstracts from 1974 to present and includes SOPODA (Social Planning, Policy, and Development Abstracts) (Still, 1991). While its obvious emphasis is sociology, many fields of study have incorporated theorists from that area into their literature. The database contains abstracts from 240 sociology journals and 1600 related journals in other disciplines. Since 1986 dissertations in sociology and focusing on sociological questions in other fields have been included (Sociofile, 1991). The coverage area includes education, demography, social psychology, political science, anthropology, economics, medicine, community development, and philosophy (Marcaccio, 1992).

Though Sociofile is a joint venture with Silverplatter, it differs from ERIC, Psychlit, and other databases in search terms. The index and thesaurus terms are common to sociology, not psychology. It has a built in tutorial program which can be learned in about thirty minutes (Klingberg, 1990). Searching the database may be done through key terms or free-text.

It is interesting to note that while the same term (African American) is used the results of the searches are clearly different. While ERIC produced 210 records, Psychlit produced only 78, and Sociofile produced 94 (Figure 7). These numbers can be deceptive. A record is only as useful as the specific interest of the user, plus the time period covered may differ.

General Titles Databases

Infotrac. The Infotrac system has available multiple databases which can be selected or excluded by purchasers. These databases include the Academic Index, which is designed for the humanities and social sciences, and covers general interest journals, some scholarly journals, and the last six months of the New York Times (Information Access Company [IAC], 1991). The popular journals are indexed for the last four years while the index for research journals began in 1987 and is carried to the present. Another comprehensive index of over 800 business, management, and computer journals, Business Index's coverage began in 1988 and is expanded monthly. A third offering is the General Periodicals Index which comes in two versions. One is for academic libraries and the second is for public libraries. Each index covers over 1100 publications. The entries are coded to the Magazine Collection where copies of text may be obtained (Gallinger, 1987).

The data for InfoTrac is indexed using the Library of Congress subject headings. The subject headings are arranged alphabetically and searchers are able to look at other possible entries located next to the one of primary interest (Figure 8). The references are listed reverse time order under each heading, allowing the searcher to find the most recent information first.

NewsBank. A second index of general interest is the NewsBank Electronic Index. This database covers over 450 newspaper and 100 popular periodicals (Desmarais, 1990). It is divided into a general interest index and a business index. The areas covered include the media, performing arts, environment, health, consumerism, and other social issues (Figure 9).

The search is a linear process with an output of reference numbers for NewsBank microfiche. After a search term is entered , a list of headings appear for the user to make a selection. After the heading is chosen, a more detailed description of the article appears with a locator code for Newsbank microfiche.

Special Titles for CD ROM

Many fields of study now have indexes on CD ROM which were formerly bound. These titles are specific for a target audience and do not contain the wider sweeping bibliographies of the major indexes.

Telecommunications. This CD ROM contains citations and abstracts for published and unpublished literature on telecommunications around the world. Originally called Telecommunication Abstracts, it covers articles from 1984 to present and is upgraded monthly (Marcaccio, 1992).

Humanities Index. This index covers areas in the humanities such as art, archaeology, film, journalism, language, music, philosophy, and religion. It is offered through WILSONDISC and is updated quarterly (Marcaccio, 1992).

Health Index. The subjects covered by this database include law and medicine, public health policy, and medical training. The articles cited are from more than 100 popular and academic journals (Marcaccio, 1992). It also uses pertinent material from InfoTrac's general databases. Health Index is updated monthly.

Numeric Databases

Numeric or statistical databases are the largest categories of databases currently available and are growing in importance as it is becoming increasingly difficult to answer some statistical questions without resorting to numeric computer sources. Until recently numeric databases were highly scientific in nature and inaccessible to most people. Currently, however, data are provided from many less technical fields and almost anyone can have access to any number of databases of interest (Rinderknecht, 1991).

The U.S. Government is the largest provider and producer of numeric data files. Government agencies such as the U.S. Bureau of Census make available vast amounts of data.

Other providers include academic and business researchers, corporations, and commercial vendors who often create new computer files by using data from previous research and/or their own (Rinderknecht, 1991).

Many companies such as Donnelley Market Information Services and Nielsen Media Research compile CD ROM databases on consumer products, media uses and many other areas for academic, marketing, advertising, business and social science researchers and the general public (CD ROMS in Print; An International Guide, 1990; Desmarais, 1990).

In these areas, especially social science, numeric databases may be demographics derived from census data (Berger, 1982). Demographic information has been described "as anything people do or are" (Crispell, 1987). Three categories of data that constitute demographic information are; population size, socioeconomic information, and consumer characteristics (Crispell, 1987).

Three major producers of these types of information are the U.S. Bureau of Census, Donnelley Marketing Information Services and Nielsen Media Research (CD ROMS in Print; An International Guide, 1990; Desmarais, 1990).

Bureau of Census

Conu/Stats I. Published by Hopkins technology, contains Consumer Expenditure Surveys which include income and expenditures by commodity, major appliance purchases and inventories, trips and vacations and vehicle purchases.

County Statistics. Published by Slater Hall Information Products, contains over 1,200 economic and social statistics for each U.S. county, state, and metro area, including population, housing, health, education, business, agriculture, and crime statistics.

Donnelley Marketing Information Research

Below are descriptions of a few of the many statistics provided by Donnelley Marketing Information Research. There are many more types of data that are available through CD ROM, that include statistics on demographics, consumer lifestyles, purchasing trends, auto registration data, retail sales, media, and a list that continues to include most information on business, marketing, and consumer purchasing habits.

Simmons Product Files. A numeric database comprised of product usage and demographic data on about 800 consumer products, brands, services, and media habits, plus it covers audience measurements for television magazines, radio, and newspapers, cable, outdoor advertising and Yellow Pages. Data are based on a rolling two year survey of 38,000 respondents who are segmented by lifestyle groupings based on area of residence.

TargetScan.SM Contains current-year estimates and 5-year projections of selected demographic characteristics including retail sales, consumer lifestyles, media and business data. It also includes zip code area statistics describing each commercial environment in terms of number and type of businesses, and number of employees in a zip area.

ClusterPLUS Consumer Lifestyles.SM Provides current year data on U.S. population and households. The data are categorized into 47 lifestyle patterns called "clusters".

Market Potential Retail Sales Expenditures. SM Contains current year data on U.S. consumer spending patterns by type of retail store and product category within each store. It includes almost 1900 market potential characteristics for 21 store types and over 200 product categories.

Nielsen Media Research

Nielsen Media Research provides numeric databases concerning media, media audiences, marketing and consumer lifestyles. Next, examples of Nielsen's databases available on CD ROM are provided.

Nielsen Station Index (NSI) Ratings. Contains ratings data on local television stations by block group/enumeration district. Audience data can be matched to the 47 ClusterPLUS℠ lifestyle clusters, provided by Donnelley Marketing Information Services, to identify audience characteristics by television program.

Scantrack® Strategic Marketing Planner-CD. Comprised of retail market research collected through checkout scanners, on over 400,000 products sold in U.S. supermarkets. For each product descriptive information, such as unit sales, dollar sales and average retail selling price is given for each item.

Cable Operator Data Exchange. Consists of information on over 10,000 U.S. cable system franchises. It covers more than 350 variables including system description variables, total subscribers, total channel capacity, advertising offered, average 30 second advertising rate, pay subscriber counts, communities served by the system, and 150 additional items of demographic data for each franchise area.

CD ROM Bibliographies and Source Lists

Several CD ROMs are available which serve as catalogues of the available databases. The descriptions of these CD ROMs are all taken from Computer-Readable Databases (Marcaccio, 1992). In addition, several journals have published articles with lists of available CD-ROMS with frequent updates . Annual volumes are also published giving detailed lists of offerings including addresses and phone numbers. Please refer to the Appendix for more information.

Databases Available on Diskette

ComIndex is a database specifically designed for the communication field. ComIndex provides complete bibliographic information for more than 16,250 articles from 37 key journals from the area of communication (see appendix for a complete listing). To access data using ComIndex an IBM PC (or PS2) or compatible PC with a hard disk drive and at least 640K of RAM memory is required.

ComIndex allows for three different search strategies; 1) by author, 2) by word or word fragment appearing in article titles, 3) by year of publication. Once the search is complete, ComIndex will display the results either by a "Brief List," of author and title information, or by "Full Display," which presents complete bibliographic information. Unfortunately, ComIndex does not allow for Boolean search, which may limit retrieval.

Besides ComIndex, a selection of other databases available on diskette that are relevant to communication and social sciences are listed in the appendix.

Future Developments

The 1990's will be the "Age of Access" (O'Leary,1990) when people will find their way to fast and easy information retrieval. New and existing databases will continue to grow, as more information will be provided by new sources such as foreign governments and markets. These databases will be available via CD ROM services, as well as through electronic mail and fax for instant access. New databases are being developed that are parts of larger files, unified for fast simple access to relevant information for specific uses and users (O'Leary, 1990).

The constant changes evident in CD ROM projects makes selection of specialized databases difficult. Since the beginning of this project, four of the databases originally selected for inclusion have gone out of print. This rate of change makes competence on the more general

established databases even more important. Other changes will be felt soon also.

While a few databases are experimenting with full-text articles with their indexes, Basch predicts the next decade will see extensive use of CD ROM as newspaper archives and a proliferation of full-text sources including those from abroad (1991). The expansion of current offerings by established players should also be expected as the market for libraries grows.

Graphics will become an increasingly important part of numeric databases in the future. For numeric databases, graphics will include charts, diagrams, maps, and other visuals to ease interpretation of numbers (O'Leary, 1990).

Hardware improvements such as improved data transmission due to fiber optics, coupled with software improvements will simplify data searching. Logon, download and retrieval systems will be easier and faster. New technologies combined will lead into a single desktop machine, the "inform appliance" (O'Leary,1990). Besides database retrieval the inform appliance will be used for personal information management, fax, online, tele-, and videoconferencing, and other transactional services, all conducted through a single easily-used interface (O'Leary, 1990).

Hopefully, this paper will give some insight into the usefulness of academic, general, special and numeric CD ROM databases. The volumes of information now available to researchers cannot be properly accessed with use of this and other computer technology. The ability to swim through the choices will allow researchers to keep their heads above water.

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Related Articles

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APPENDIX

Figure 1

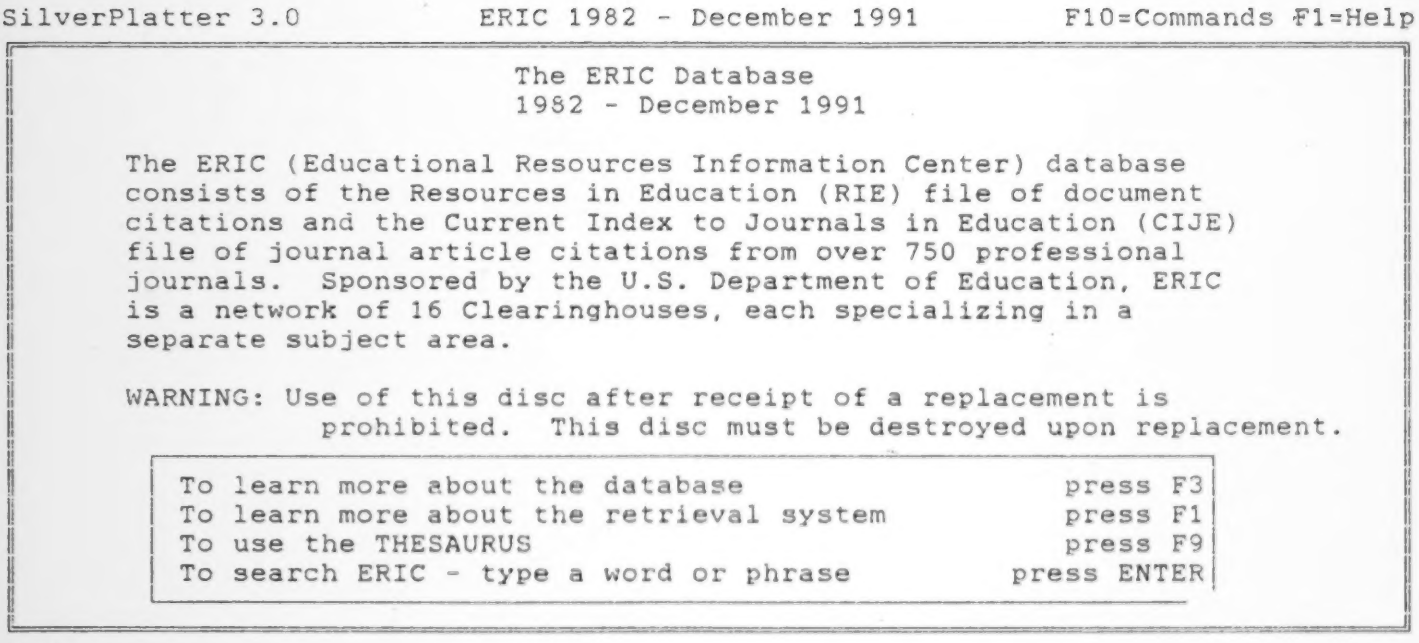
SilverPlatter 3.0 ERIC 1982 - December 1991 F10=Commands F1=Help
The ERIC Database
1982 - December 1991
The ERIC (Educational Resources Information Center) database consists of the Resources in Education (RIE) file of document citations and the Current Index to Journals in Education (CIJE) file of journal article citations from over 750 professional journals. Sponsored by the U.S. Department of Education, ERIC is a network of 16 Clearinghouses, each specializing in a separate subject area.
WARNING: Use of this disc after receipt of a replacement is prohibited. This disc must be destroyed upon replacement.
To learn more about the database press F3
To learn more about the retrieval system press F1
To use the THESAURUS press F9
To search ERIC - type a word or phrase press ENTER
FIND:
Type a search then press Enter (↵). Use the INDEX (F5) to pick terms.

Figure 2

SilverPlatter 3.0 ERIC 1982 - December 1991 F10=Commands F1=Help

No.	Records	Request
#1:	210	AFRICAN-AMERICAN

FIND:

Type search then Enter (↵). To see records use Show (F4). To Print use (F6).

Figure 3

SilverPlatter 3.0 ERIC 1982 - December 1991

No.	Records	Request
1:	210	AFRICAN-AMERICAN

1 of 1
Marked in Search: #1

AN: EJ429957
AU: Blackorby,-Jose; And-Others
TI: A Third of Our Youth? A Look at the Problem of High School Dropout among Students with Mild Handicaps.
PY: 1991
JN: Journal-of-Special-Education; v25 n1 p102-13 Spr 1991
AV: UMI
AB: This study analyzed demographic characteristics, referral to special education, and high-school history of students with mild disabilities, including 462 dropouts and 291 graduates. Results indicated that many "dropouts" actually returned to school and sometimes graduated, overall dropout rate was alarmingly high, and school interruptions disproportionately affected African-American students and behavior-disordered students. (PB)

Figure 4

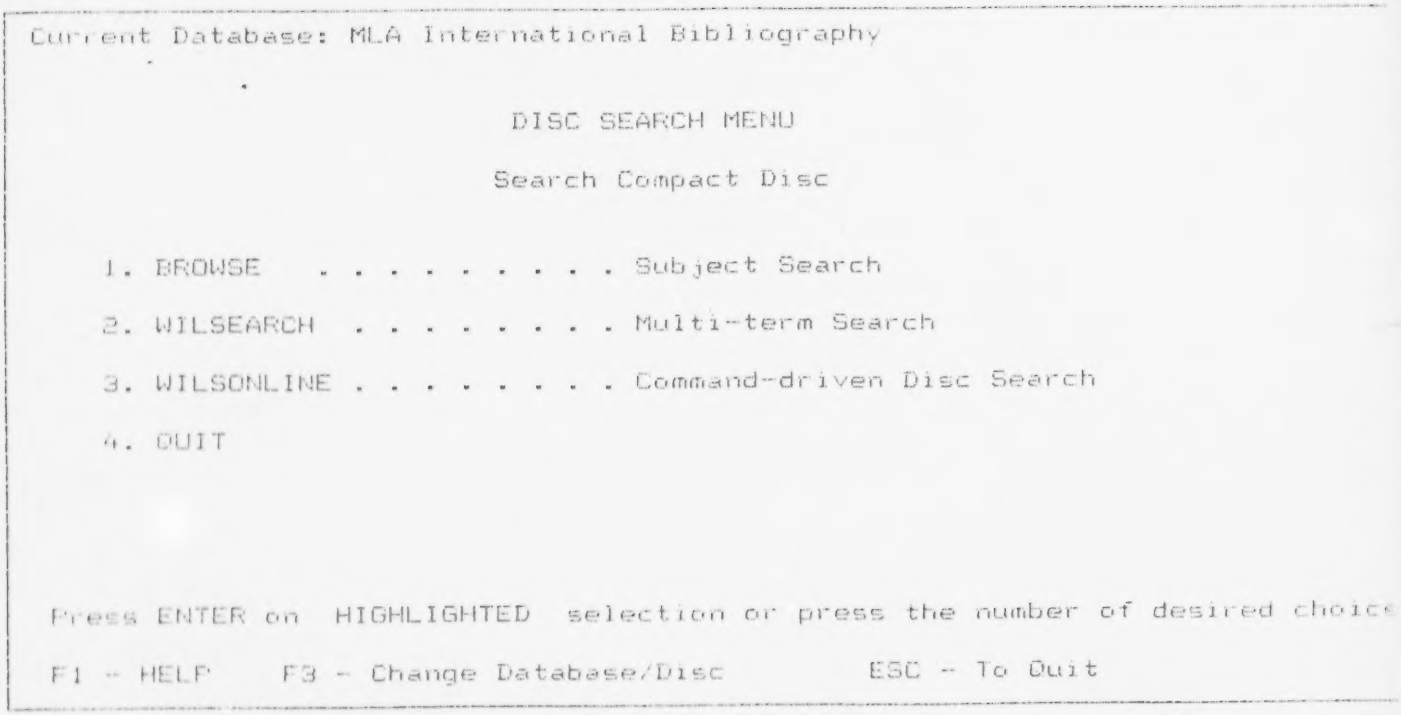
Current Database: MLA International Bibliography
DISC SEARCH MENU
Search Compact Disc
1. BROWSE . . . . . Subject Search
2. WILSEARCH . . . . . Multi-term Search
3. WILSONLINE . . . . . Command-driven Disc Search
4. QUIT
Press ENTER on HIGHLIGHTED selection or press the number of desired choice
F1 - HELP F3 - Change Database/Disc ESC - To Quit

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Figure 5

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MLA International Bibliography                    Data Coverage: 1/81 thru 12/26/
                                                                  READY
-------------------------------------------------------------------------------
>>>>>>>>>>>>>> PRESS ENTER to SHOW entries for HIGHLIGHTED subject <<<<<<<<<<<<<<

    ENTRIES  SUBJECT
          1  AFRICAN AMERICAN SOLDIERS
          3  AFRICAN AMERICAN STUDENTS
          2  AFRICAN AMERICAN STUDIES
         15  AFRICAN AMERICAN THEATER
          1  AFRICAN AMERICAN UNIVERSITIES
         75  AFRICAN AMERICAN WOMEN
          1  AFRICAN AMERICAN WOMEN CRITICS
          9  AFRICAN AMERICAN WOMEN DRAMATISTS
          1  AFRICAN AMERICAN WOMEN FILMMAKERS
          1  AFRICAN AMERICAN WOMEN JOURNALISTS
         46  AFRICAN AMERICAN WOMEN NOVELISTS
         11  AFRICAN AMERICAN WOMEN POETS
          2  AFRICAN AMERICAN WOMEN PREACHERS

              >>>>>> Begin typing to BROWSE a new Subject <<<<<<
 = Move UP       PgUp = Previous 12 subjects
  F3 Change Database/Disc       = Move DOWN    PgDn = Next      12 subjects
```

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Figure 6

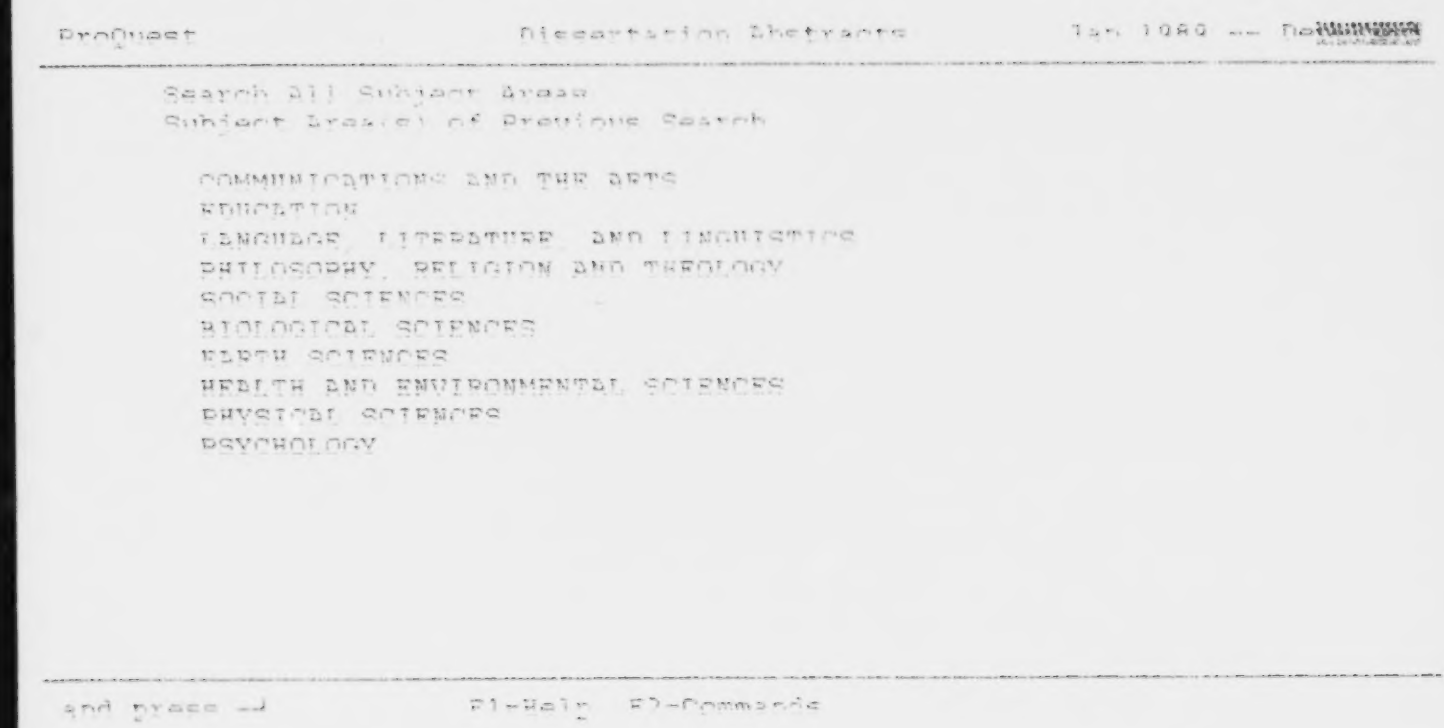

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Figure 7

SilverPlatter 3.0 ERIC 1982 - December 1991 F10=Commands F1=Help

No.	Records	Request
#1:	210	AFRICAN-AMERICAN

SilverPlatter 3.0 PsycLIT Disc 3 (1/83 - 12/91) F10=Commands F1=Help

No.	Records	Request
#1:	78	AFRICAN-AMERICAN

SilverPlatter 3.0 sociofile (1/74 - 12/91) F10=Commands F1=Help

No.	Records	Request
#1:	94	AFRICAN-AMERICAN

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Figure 8

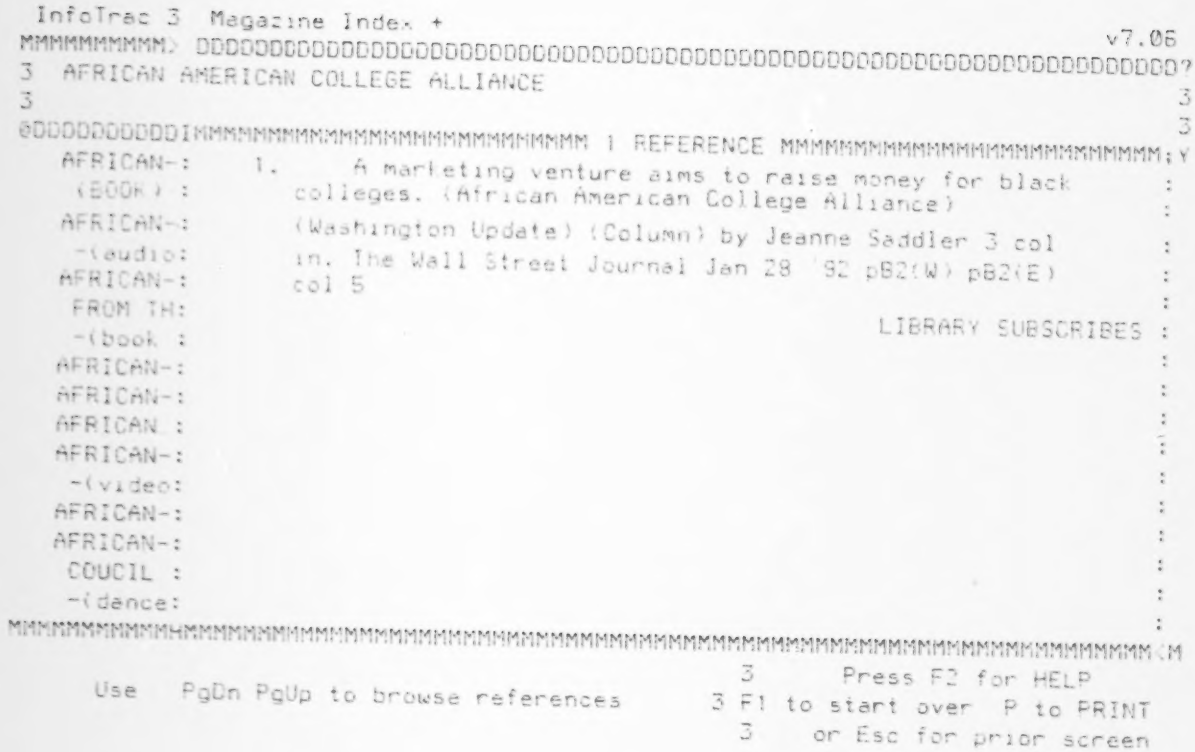

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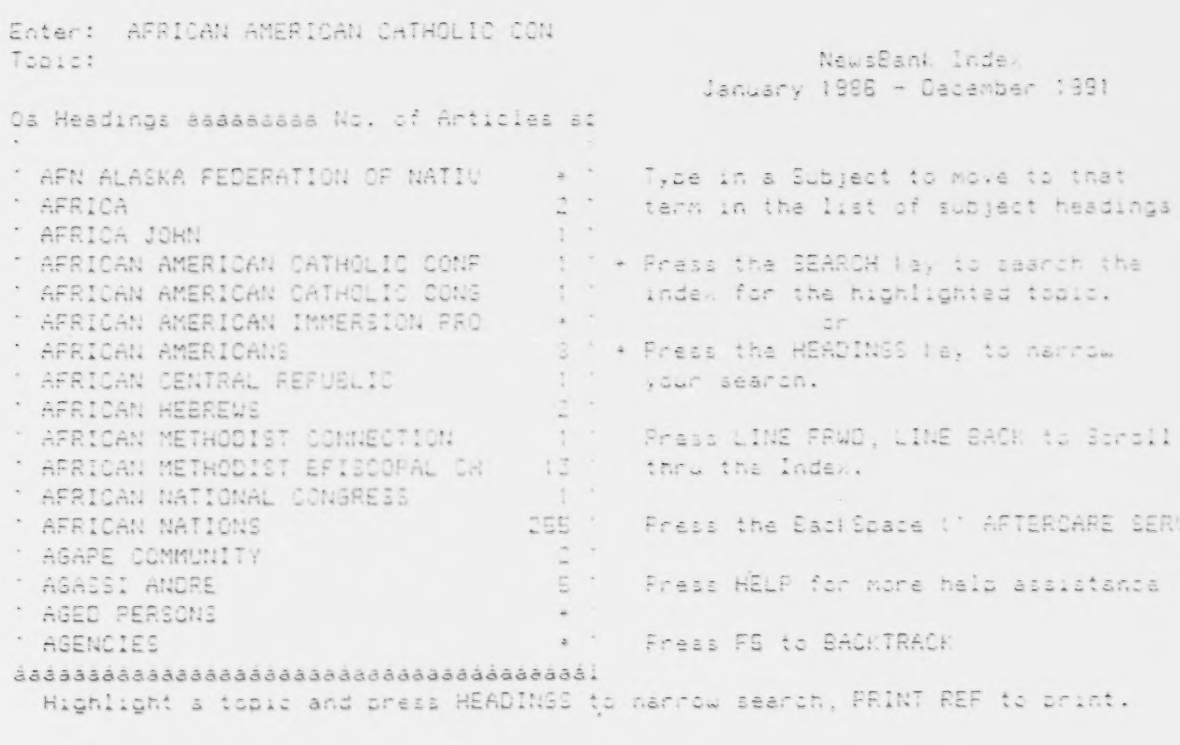
Figure 9


Enter: AFRICAN AMERICAN CATHOLIC CON
Topic:
NewsBank Index
January 1988 - December 1991
Os Headings aaaaaaaaa No. of Articles ac
AFN ALASKA FEDERATION OF NATIV *
AFRICA 2
AFRICA JOHN 1
AFRICAN AMERICAN CATHOLIC CONF 1
AFRICAN AMERICAN CATHOLIC CONG 1
AFRICAN AMERICAN IMMERSION PRO *
AFRICAN AMERICANS 3
AFRICAN CENTRAL REPUBLIC 1
AFRICAN HEBREWS 2
AFRICAN METHODIST CONNECTION 1
AFRICAN METHODIST EPISCOPAL CH 10
AFRICAN NATIONAL CONGRESS 1
AFRICAN NATIONS 255
AGAPE COMMUNITY 2
AGASSI ANDRE 5
AGED PERSONS *
AGENCIES *
Type in a Subject to move to that
term in the list of subject headings
+ Press the SEARCH key to search the
index for the highlighted topic.
or
+ Press the HEADINGS key to narrow
your search.
Press LINE FRWD, LINE BACK to Scroll
thru the Index.
Press the BackSpace t' AFTERDARE SERV
Press HELP for more help assistance
Press F8 to BACKTRACK
Highlight a topic and press HEADINGS to narrow search, PRINT REF to print.

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Journals and Annuals Indexed

Name of Journal	*Years Available*	*Volumes*	*Number of References*
Asian Journal of Communication	1990 - 1991	1-1	14
Australian Journal of Communication	1982 - 1990	1-17	167
Canadian Journal of Communication[6]	1978 - 1991	5-16	240
Central States Speech Journal[5]	1970 - 1988	21-39	630
Communication	1974 - 1991	1-12	200
Communication Education[7]	1976 - 1991	25-40	667
Communication Monographs[2]	1977 - 1991	44-58	383
Communication Quarterly[8]	1975 - 1990	23-38	493
Communication Reports	1988 - 1991	1-4	61
Communication Research	1974 - 1991	1-18	534
Communication Studies[5]	1989 - 1990	40-42	48
Communication Theory	1991 - 1991	1-1	21
Communication Yearbook[1]	1977 - 1991	1-14	541
Critical Studies in Mass Communication	1984 - 1990	1-7	240
Discourse Processes	1978 - 1990	1-13	278
Electronic Journal of Communication / La Revue Electronique de Communication	1990 - 1991	1-2	15
European Journal of Communication	1986 - 1990	1-5	197
Free Speech Yearbook[1]	1962 - 1991	1-29	270
Human Communication Research[9]	1974 - 1991	1-17	488
Issues in Applied Linguistics	1990 - 1991	1-2	48
Journalism Quarterly	1970 - 1991	47-68	2324
Journal of Applied Communications Research[10]	1973 - 1980	1-8	86
Journal of Applied Communication Research[10]	1981 - 1991	9-19	129
Journal of Broadcasting[3]	1970 - 1984	14-28	622
Journal of Broadcasting and Electronic Media[3]	1985 - 1990	29-34	289
Journal of Communication	1970 - 1990	20-40	1387
Management Communication Quarterly	1987 - 1991	1-4	99
Mass Comm Review	1973 - 1991	1-18	192
Media, Culture and Society	1979 - 1991	1-13	311
News Computing Journal	1984 - 1991	1-7	170
Operant Subjectivity	1977 - 1991	1-14	157
Philosophy and Rhetoric	1968 - 1990	1-23	741
Public Opinion Quarterly	1970 - 1991	34 55	919
Quarterly Journal of Speech	1970 - 1991	56-77	882
Research in Language and Social Interaction	1987 - 1991	20-24	77
Rhetoric Review	1984 - 1991	1-9	200
Southern Speech Journal[11]	1970 - 1971	36-37	23
Southern Speech Comm. Journal[11]	1971 - 1988	37-53	456
Southern Communication Journal[11]	1988 - 1991	54-56	74
Speech Monographs[2]	1970 - 1976	37-43	273
Speech Teacher[7]	1970 - 1975	19-24	279
Today's Speech[8]	1970 - 1974	18-22	149
Western Speech[4]	1970 - 1975	34-39(1)	153
Western Speech Communication[4]	1975 - 1976	39(2)-40	45
Western Journal of Speech Comm.[4]	1977 - 1991	41-55	412
Women's Studies in Communication	1977 - 1991	1-14	114
Written Communication	1984 - 1990	1-7	153

CD ROM SOURCE LIST- See references for complete citations

The CD ROM Directory. This source available from UniDisc provides descriptions of equipment, software, books, conferences and databases. It covers over 1500 titles for discs and multi- media and over 1800 companies dealing in CD ROM and related industries. The directory is updated semi-annually.

The CD ROM Sourcedisc. This disc is somewhat different than its competitors in that it provides not only descriptions of CD ROM products but also provides demonstrations. Sourcedisc includes classified advertising as well.

CD ROMS in Print. The Meckler Corporation originally published this annual guide in paperback and has now put it on CD ROM.

Journal articles. Sechrist includes in his article phone numbers for a variety of bibliographic, corporate, and general databases (p. 376-377). Alan King lists key periodicals for information about CD ROM (1991b) and a set of low priced databases (1991a). Beaumont and Campbell (1990) give information about a Canadian product BiblioDisc and its suppliers. Nicholls offers a list of directories and tools which he has evaluated for usefulness. In addition, he has compiled an extensive list of journals complete with phone numbers (1990).

Books and catalogues. Jasco presents an excellent book on evaluation of software and hardware that should be consulted before spending the large sums of money that can go with investing in this technology (1992). A British directory of CD ROMs is edited by Mitchell and Harrison (1989).

Some other products available on CD ROM

The list below represents other CD ROM and diskette products available that would be useful in the fields of communication, advertising and marketing that were not mentioned in the body of this paper. This list is in no way complete and is as an example of the types of research data available on CD ROM.

AmericanProfile[SM]

Vendor: Donnelley Marketing Information Services (DMIS)

Type: Numeric

Contains census demographic data, consumer lifestyles, retail sales, socio-economic status and more. Data is segmented by many geographical units including SAMIs and ADIs.

AmericanProfile[SM] Demographic Estimates and Projections

Vendor: Donnelley Marketing Information Services (DMIS)

Type: Numeric

Contains current-year estimates and 5 year projections on AmericanProfile data.

Cable TV Franchise Boundaries

Vendor: Donnelley Marketing Information Services (DMIS)

Type: Numeric

Contains geographic boundaries and zip code information in areas for which a cable system (franchise) is licensed to provide cable television services.

Conquest® Marketing Information System

Vendor: Donnelley Marketing Information Services (DMIS)

Type: Numeric and graphic

Provides information on census data, retail sales estimates, consumer lifestyles, product usage and median data, business statistics and listings, financial deposit and location data, shopping centers, grocery stores, and geographic boundaries and streets.

Education Index

Vendor: Wilson Disc

Type: Bibliographic

Comprised of about 131,000 citations to articles, interviews, book reviews, educational films etc., from 350 periodicals, monographs, and yearbooks in the field of education. Also covers curriculum areas including the arts, language and linguistics, multi-cultural and ethnic education, psychology, social studies, and educational research.

Facts on File R News Digest CD ROM ™

Vendor: Facts on File, Inc.

Type: Full text, Images

Contains the full text of Facts on File World News Digest. Provides news summaries of current events in areas such as the arts, politics, government and the economy.

Telecommunications Abstract

Vendor: Bowker Electronic Publishing

Type: Bibliographic

Overview and index of telecommunication information for research purposes.

TV/Conquest R

Vendor: Donnelley Marketing Information Services (DMIS)

Type: Numeric; Software

Allows data to be retrieved and manipulated for media planning applications and proprietary analyses. Users can integrate A.C. Nielsen local television ratings with demographic data, lifestyle classifications, and Simmons, MRI, or other customer-specific product usage profiles.

YMC - Your Marketing Consultant

Vendor: Knowledge Access International

Type: Numeric; (Also available on diskette)

Demographic marketing data on various U.S. geographical units. Segmentation by Nielsen categories, Arbitron's ADI, Sales and Marketing Information Areas (SAMI's), 39 consumer variables and other segments.

Products available on diskette

Demobase

Vendor: Claritas Corporation

Type: Numeric

Contains over 600 data items from the U.S. Census of Population of Housing, current year estimates and five year projections on data such as demographics, lifestyles, and personal characteristics segmented by various geographic boundaries.

Power Media "Selects"

Vendor: Broadcast Interview Source

Type: Referral

Contains references to about 500 print and electronic media contacts. Includes names and addresses of key people at news wires, syndicates, newspapers, newsletters, and leading television and radio talk shows.

Talk Show "Selects"

Vendor: Broadcast Interview Source

Type: Referral

Comprised of references to about 625 producers, hosts, and talent coordinators of national and local talk shows including major market news coordinators, morning show hosts, programming executives, and public affairs producers.

Time Table of Computing and Broadcasting

Vendor: XIPHIAS

Type: Full Text, Images

Contains descriptions of about 600 events in the development of computers and the broadcast media with some linkage to static or animated images and sound recordings.